



B

GLOBAL CREATIVE

Disney

JUNGLE

JUNCTION

SS
11

Branding and Packaging Guidelines

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- 1 CORE BRAND LOGO - Disney_oval_001.psd
- 2 LOGO - JJ_logo_lockup_001.psd
- 3 TRADE DRESS - Choose road from Page 11
- 4 Use foliage, trees from pages 9, 10
- 5 LINER - Use Sky_001.psd, Hills_001.psd
- 6 CHARACTER ART - Choose from Page 14
- 7 PRODUCT COPY - Use Highlander Bold
- 8 SNIPE - Choose from Page 13
- 9 SIDE PANELS - Use Jungle_Background_001.psd

NOTES:

Please limit the number of product feature call-out snipes to a maximum of 3.

Window box shown is not actual size.

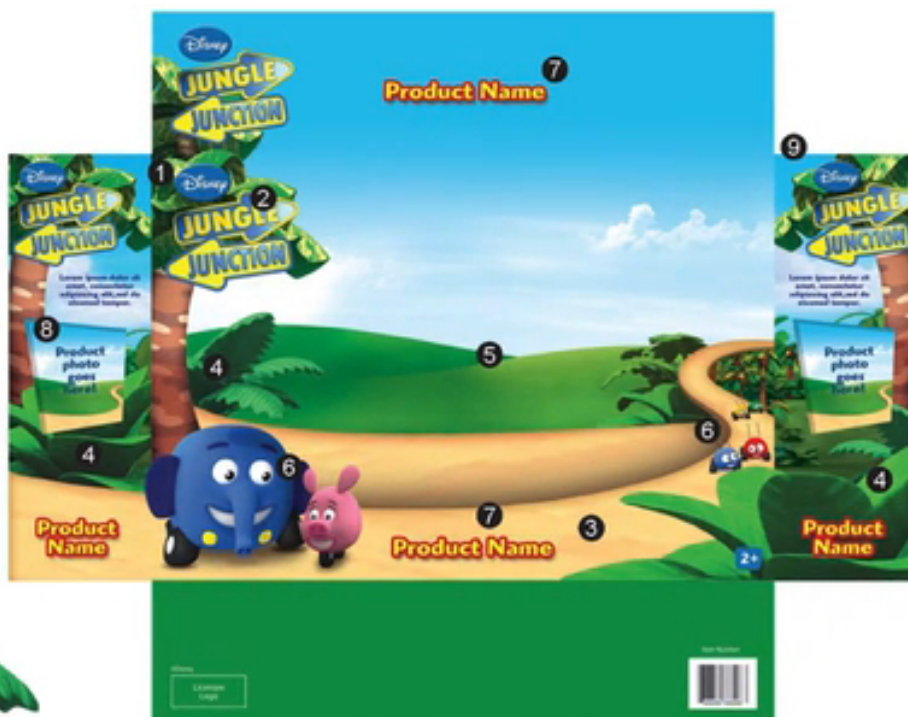


JJ_WINDOW_BOX.psd

NOTE: The window box file should be built to best fit the product.



JJ_BOX_BACK.psd



JJ_CLOSED_BOX.psd

NOTE: The window box file should be built to best fit the product.

- 1 CORE BRAND LOGO - Disney_oval_001.psd
- 2 LOGO - JJ_logo_lockup_001.psd
- 3 TRADE DRESS - Choose road from Page 11
- 4 Use foliage, trees from pages 9, 10
- 5 LINER - Use Sky_001.psd, Hills_001.psd
- 6 CHARACTER ART - Choose from Page 14
- 7 PRODUCT COPY - Use Highlander Bold
- 8 SNIPE - Choose from Page 13
- 9 SIDE PANELS - Use Jungle_Background_001.psd

NOTES:

Please limit the number of product feature call-out snipes to a maximum of 3.

Window box shown is not actual size.



JJ_BOX_BACK.psd



- ❶ CORE BRAND LOGO - Disney_oval_001.psd
- ❷ LOGO - JJ_logo_lockup_001.psd
- ❸ TRADE DRESS - Choose road from Page 11
- ❹ Use foliage, trees from pages 9, 10
- ❺ Use Sky_001.psd, Hills_001.psd
- ❻ CHARACTER ART - Choose from Page 14
- ❼ PRODUCT COPY - Use Highlander Bold
- ❽ SNIPE - Choose from Page 13



JJ_BLISTER_FRONT.psd



JJ_BLISTER_BACK.psd



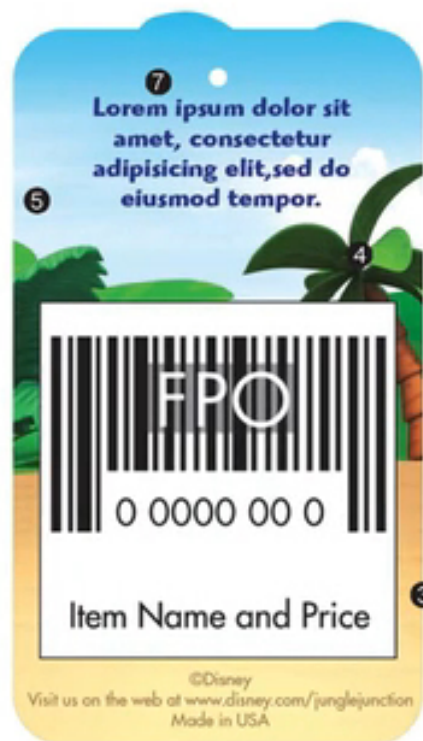
- ❶ CORE BRAND LOGO - Disney_oval_001.psd
- ❷ LOGO - JJ_logo_lockup_001.psd
- ❸ TRADE DRESS - Choose road from Page 11
- ❹ Use foliage, trees from pages 9, 10
- ❺ LINER - Use Sky_001.psd, Hills_001.psd
- ❻ CHARACTER ART - Choose from Page 14
- ❼ PRODUCT COPY - Use Highlander Bold

NOTE: Paper: 16pt Tango.

FRONT



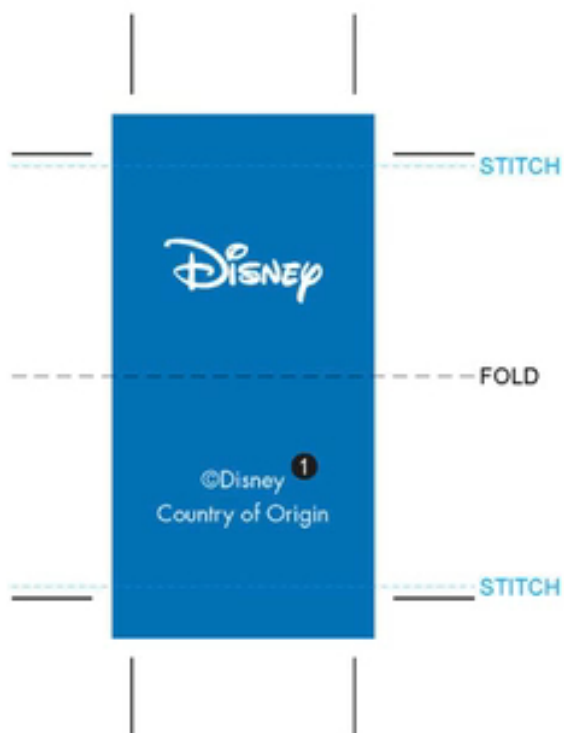
BACK



JJ_HANG_TAG.psd
Finish Size: 2" (w) × 3.5" (h)



WOVEN NECK LABEL



JJ_NeckLabel.ai
Cut & loop Damask woven label.
Finish Size: 28mm x 28mm



PANTONE® 285 C
C 89 M 43 Y 0 K 0

- ① FONT: 10pt Futura Book
- ② FONT: 6pt Futura Book

HEAT SEAL



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SIZE
COUNTRY OF ORIGIN

JJ_HeatSeal.ai
Light ground color heat seal



JJ_HeatSeal2.ai
Dark ground color heat seal

Sizing instructions provided in download

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Disney_oval_001.psd



JJ_logo_lockup_001.psd



JJ_logo_001.psd



JUNGLE JUNCTION



Foliage_001.psd



Foliage_002.psd



Foliage_003.psd



Tree_001.psd



Tree_002.psd



Tree_003.psd



Tree_004.psd



Tree_005.psd



Hills_001.psd



Road_001.psd



Road_002.psd



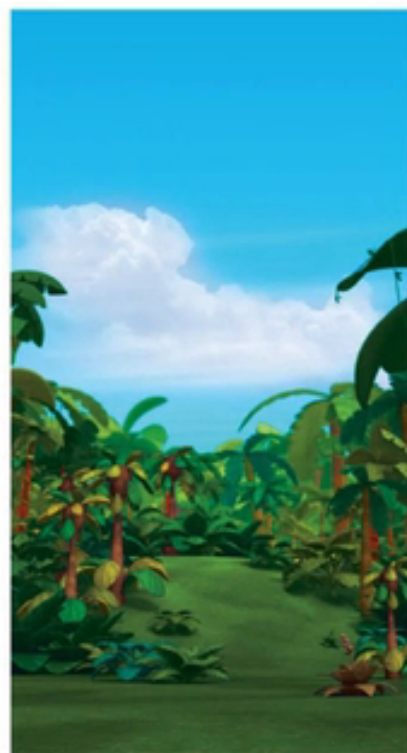
Road_003.psd



Road_004.psd



Sky_001.psd



Jungle_Background_001.psd



Photo_Snipe_001.psd



Feature_Snipe_001.psd



Feature_Snipe_002.psd



Ellyvan_001.psd



Zooter_001.psd



Ellyvan_Zooter_001.psd



Bugs_001.psd



Bugs_002.psd



Bugs_003.psd



FONTS

Highlander Bold (use for Product Names, descriptions, editorial)

www.adobe.com/type/

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ; () ! @ ?

Futura Book (use for legal)

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ; () ! @ ?

FRANCHISE/PROPERTY-SPECIFIC LEGAL LINE

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